



Tapestry Segmentation Area Profile

Ranked by Households

Prepared by ARMS

Counties: Tuscaloosa, AL

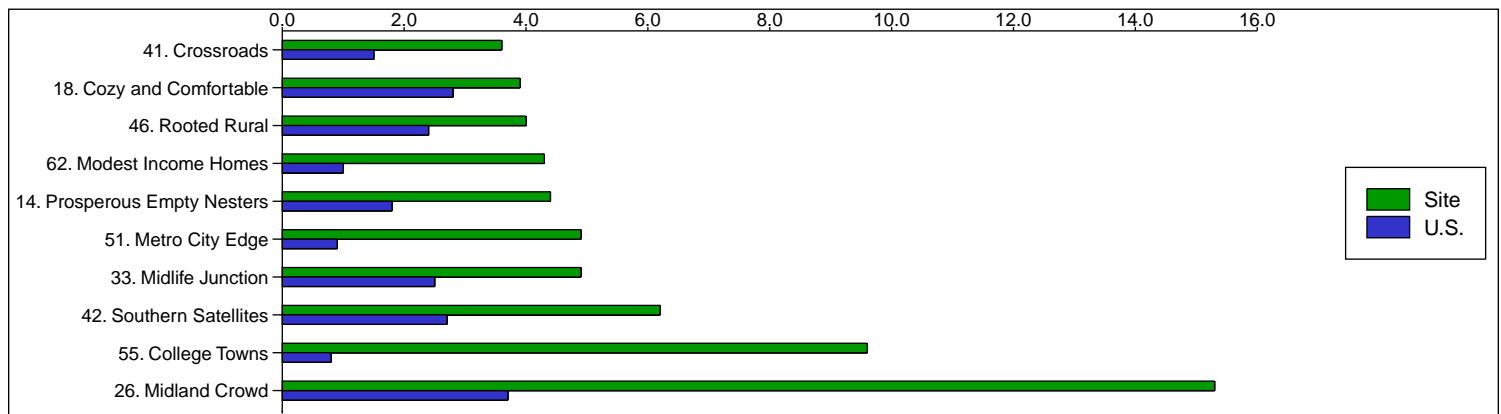
Top Twenty Tapestry Segments

Tapestry segment descriptions can be found at <http://www.esri.com/library/whitepapers/pdfs/community-tapestry.pdf>

Rank	Tapestry Segment	Households		U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	26. Midland Crowd	15.3%	15.3%	3.7%	3.7%	409
2	55. College Towns	9.6%	24.9%	0.8%	4.5%	1208
3	42. Southern Satellites	6.2%	31.1%	2.7%	7.2%	229
4	33. Midlife Junction	4.9%	36.0%	2.5%	9.7%	199
5	51. Metro City Edge	4.9%	40.9%	0.9%	10.6%	520
	Subtotal	40.9%		10.6%		
6	14. Prosperous Empty Nesters	4.4%	45.3%	1.8%	12.4%	240
7	62. Modest Income Homes	4.3%	49.6%	1.0%	13.4%	422
8	46. Rooted Rural	4.0%	53.6%	2.4%	15.8%	166
9	18. Cozy and Comfortable	3.9%	57.5%	2.8%	18.6%	139
10	41. Crossroads	3.6%	61.1%	1.5%	20.1%	240
	Subtotal	20.2%		9.5%		
11	52. Inner City Tenants	3.6%	64.7%	1.5%	21.6%	234
12	39. Young and Restless	3.6%	68.3%	1.4%	23.0%	251
13	17. Green Acres	3.4%	71.7%	3.2%	26.2%	107
14	32. Rustbelt Traditions	3.4%	75.1%	2.8%	29.0%	118
15	07. Exurbanites	3.0%	78.1%	2.5%	31.5%	118
	Subtotal	17.0%		11.4%		
16	63. Dorms to Diplomas	2.9%	81.0%	0.4%	31.9%	644
17	34. Family Foundations	2.2%	83.2%	0.9%	32.8%	259
18	36. Old and Newcomers	2.1%	85.3%	2.0%	34.8%	108
19	12. Up and Coming Families	2.0%	87.3%	3.4%	38.2%	58
20	19. Milk and Cookies	1.6%	88.9%	2.0%	40.2%	81
	Subtotal	10.8%		8.7%		
	Total	88.9%		40.2%		220

Top Ten Tapestry Segments

Site vs. U.S.

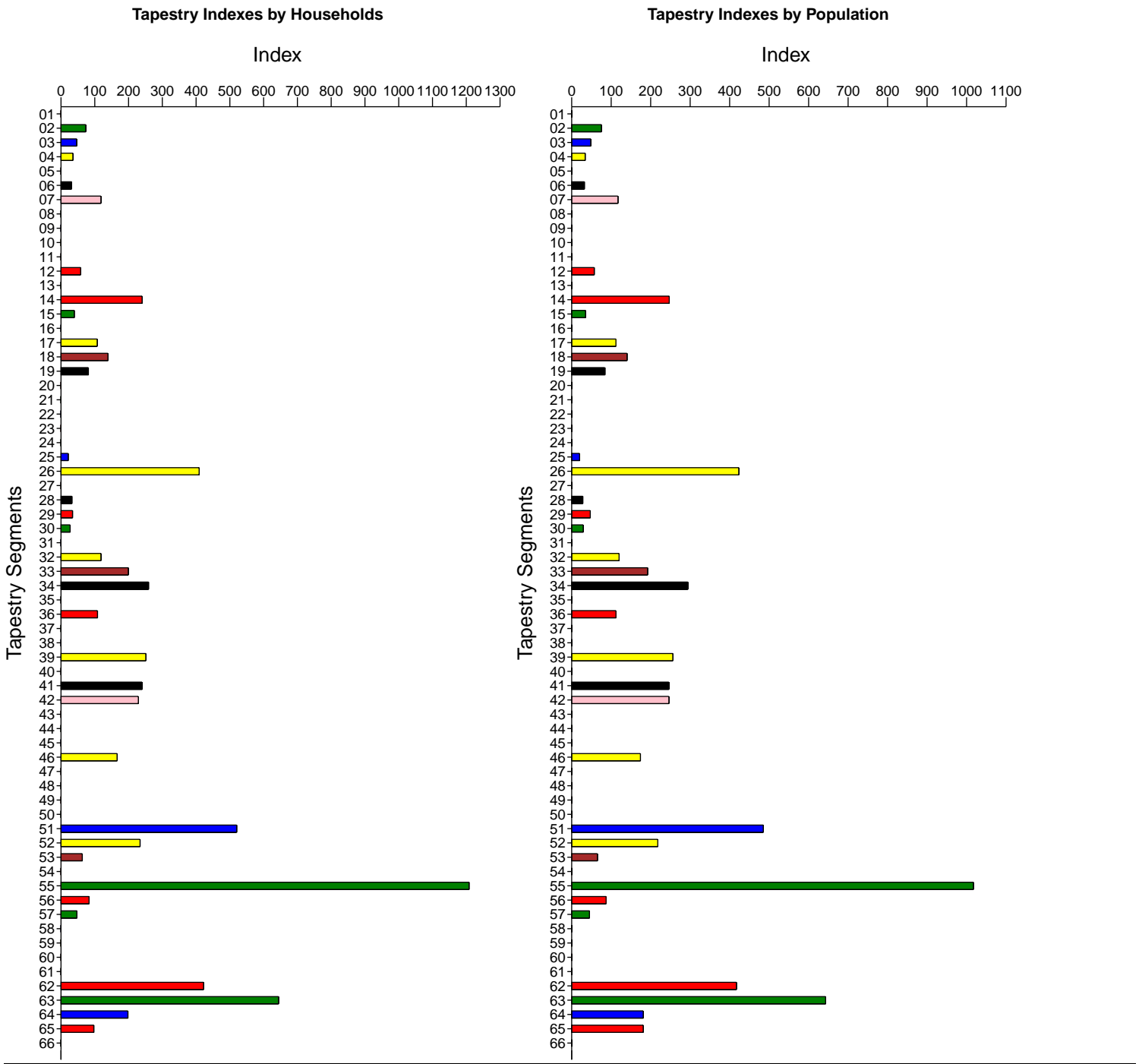


Percent of Households by Tapestry Segment

Source: ESRI



Counties: Tuscaloosa, AL



Source: ESRI



Tapestry Segmentation Area Profile

LifeMode Groups
Prepared by ARMS

Counties: Tuscaloosa, AL

Tapestry LifeMode Groups	2008 Households			2008 Population		
	Number	Percent	Index	Number	Percent	Index
Total	71,241	100.0%		175,709	100.0%	
L1. High Society	4,630	6.5%	51	12,407	7.1%	51
01 Top Rung	0	0.0%	0	0	0.0%	0
02 Suburban Splendor	908	1.3%	73	2,619	1.5%	75
03 Connoisseurs	455	0.6%	46	1,191	0.7%	48
04 Boomburbs	559	0.8%	35	1,582	0.9%	34
05 Wealthy Seaboard Suburbs	0	0.0%	0	0	0.0%	0
06 Sophisticated Squires	599	0.8%	31	1,741	1.0%	32
07 Exurbanites	2,109	3.0%	118	5,274	3.0%	117
L2. Upscale Avenues	5,234	7.3%	53	13,445	7.7%	56
09 Urban Chic	0	0.0%	0	0	0.0%	0
10 Pleasant-Ville	0	0.0%	0	0	0.0%	0
11 Pacific Heights	0	0.0%	0	0	0.0%	0
13 In Style	0	0.0%	0	0	0.0%	0
16 Enterprising Professionals	0	0.0%	0	0	0.0%	0
17 Green Acres	2,428	3.4%	107	6,509	3.7%	112
18 Cozy and Comfortable	2,806	3.9%	139	6,936	3.9%	140
L3. Metropolis	6,538	9.2%	174	16,281	9.3%	176
20 City Lights	0	0.0%	0	0	0.0%	0
22 Metropolitans	0	0.0%	0	0	0.0%	0
45 City Strivers	0	0.0%	0	0	0.0%	0
51 Metro City Edge	3,494	4.9%	520	8,801	5.0%	485
54 Urban Rows	0	0.0%	0	0	0.0%	0
62 Modest Income Homes	3,044	4.3%	422	7,480	4.3%	417
L4. Solo Acts	4,032	5.7%	84	7,835	4.5%	88
08 Laptops and Lattes	0	0.0%	0	0	0.0%	0
23 Trendsetters	0	0.0%	0	0	0.0%	0
27 Metro Renters	0	0.0%	0	0	0.0%	0
36 Old and Newcomers	1,502	2.1%	108	2,985	1.7%	112
39 Young and Restless	2,530	3.6%	251	4,850	2.8%	256
L5. Senior Styles	5,126	7.2%	58	12,340	7.0%	67
14 Prosperous Empty Nesters	3,152	4.4%	240	7,327	4.2%	247
15 Silver and Gold	262	0.4%	39	462	0.3%	35
29 Rustbelt Retirees	510	0.7%	34	1,549	0.9%	47
30 Retirement Communities	282	0.4%	27	572	0.3%	29
43 The Elders	0	0.0%	0	0	0.0%	0
49 Senior Sun Seekers	0	0.0%	0	0	0.0%	0
50 Heartland Communities	0	0.0%	0	0	0.0%	0
57 Simple Living	471	0.7%	47	929	0.5%	45
65 Social Security Set	449	0.6%	97	1,501	0.9%	181
L6. Scholars & Patriots	8,894	12.5%	865	20,715	11.8%	661
40 Military Proximity	0	0.0%	0	0	0.0%	0
55 College Towns	6,838	9.6%	1208	13,228	7.5%	1017
63 Dorms to Diplomas	2,056	2.9%	644	7,487	4.3%	643

Source: ESRI



Tapestry Segmentation Area Profile

LifeMode Groups
Prepared by ARMS

Counties: Tuscaloosa, AL

Tapestry LifeMode Groups	2008 Households			2008 Population		
	Number	Percent	Index	Number	Percent	Index
Total	71,241	100.0%		175,709	100.0%	
L7. High Hopes	532	0.7%	18	1,118	0.6%	17
28 Aspiring Young Families	532	0.7%	32	1,118	0.6%	28
48 Great Expectations	0	0.0%	0	0	0.0%	0
L8. Global Roots	2,531	3.6%	43	5,469	3.1%	32
35 International Marketplace	0	0.0%	0	0	0.0%	0
38 Industrious Urban Fringe	0	0.0%	0	0	0.0%	0
44 Urban Melting Pot	0	0.0%	0	0	0.0%	0
47 Las Casas	0	0.0%	0	0	0.0%	0
52 Inner City Tenants	2,531	3.6%	234	5,469	3.1%	218
58 NeWest Residents	0	0.0%	0	0	0.0%	0
60 City Dimensions	0	0.0%	0	0	0.0%	0
61 High Rise Renters	0	0.0%	0	0	0.0%	0
L9. Family Portrait	3,482	4.9%	63	9,318	5.3%	58
12 Up and Coming Families	1,394	2.0%	58	3,796	2.2%	57
19 Milk and Cookies	1,132	1.6%	81	3,198	1.8%	84
21 Urban Villages	0	0.0%	0	0	0.0%	0
59 Southwestern Families	0	0.0%	0	0	0.0%	0
64 City Commons	956	1.3%	198	2,324	1.3%	181
L10. Traditional Living	7,486	10.5%	120	17,774	10.1%	122
24 Main Street, USA	0	0.0%	0	0	0.0%	0
32 Rustbelt Traditions	2,389	3.4%	118	5,636	3.2%	120
33 Midlife Junction	3,525	4.9%	199	7,447	4.2%	192
34 Family Foundations	1,572	2.2%	259	4,691	2.7%	294
L11. Factories & Farms	6,410	9.0%	95	16,444	9.4%	100
25 Salt of the Earth	412	0.6%	21	976	0.6%	20
37 Prairie Living	0	0.0%	0	0	0.0%	0
42 Southern Satellites	4,449	6.2%	229	11,531	6.6%	246
53 Home Town	658	0.9%	63	1,603	0.9%	65
56 Rural Bypasses	891	1.3%	83	2,334	1.3%	87
L12. American Quilt	16,346	22.9%	247	42,563	24.2%	262
26 Midland Crowd	10,878	15.3%	409	28,507	16.2%	423
31 Rural Resort Dwellers	0	0.0%	0	0	0.0%	0
41 Crossroads	2,583	3.6%	240	6,852	3.9%	246
46 Rooted Rural	2,885	4.0%	166	7,204	4.1%	174
66 Unclassified	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The Index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the U.S. average. Tapestry segment descriptions can be found at <http://www.esri.com/library/whitepapers/pdfs/community-tapestry.pdf>

Source: ESRI



Tapestry Segmentation Area Profile

Urbanization Groups

Prepared by ARMS

Counties: Tuscaloosa, AL

Tapestry Urbanization Groups	2008 Households			2008 Population		
	Number	Percent	Index	Number	Percent	Index
Total	71,241	100.0%		175,709	100.0%	
U1. Principal Urban Centers I	0	0.0%	0	0	0.0%	0
08 Laptops and Lattes	0	0.0%	0	0	0.0%	0
11 Pacific Heights	0	0.0%	0	0	0.0%	0
20 City Lights	0	0.0%	0	0	0.0%	0
21 Urban Villages	0	0.0%	0	0	0.0%	0
23 Trendsetters	0	0.0%	0	0	0.0%	0
27 Metro Renters	0	0.0%	0	0	0.0%	0
35 International Marketplace	0	0.0%	0	0	0.0%	0
44 Urban Melting Pot	0	0.0%	0	0	0.0%	0
U2. Principal Urban Centers II	1,405	2.0%	42	3,825	2.2%	39
45 City Strivers	0	0.0%	0	0	0.0%	0
47 Las Casas	0	0.0%	0	0	0.0%	0
54 Urban Rows	0	0.0%	0	0	0.0%	0
58 NeWest Residents	0	0.0%	0	0	0.0%	0
61 High Rise Renters	0	0.0%	0	0	0.0%	0
64 City Commons	956	1.3%	198	2,324	1.3%	181
65 Social Security Set	449	0.6%	97	1,501	0.9%	181
U3. Metro Cities I	1,587	2.2%	20	4,389	2.5%	22
01 Top Rung	0	0.0%	0	0	0.0%	0
03 Connoisseurs	455	0.6%	46	1,191	0.7%	48
05 Wealthy Seaboard Suburbs	0	0.0%	0	0	0.0%	0
09 Urban Chic	0	0.0%	0	0	0.0%	0
10 Pleasant-Ville	0	0.0%	0	0	0.0%	0
16 Enterprising Professionals	0	0.0%	0	0	0.0%	0
19 Milk and Cookies	1,132	1.6%	81	3,198	1.8%	84
22 Metropolitans	0	0.0%	0	0	0.0%	0
U4. Metro Cities II	11,005	15.4%	142	27,172	15.5%	157
28 Aspiring Young Families	532	0.7%	32	1,118	0.6%	28
30 Retirement Communities	282	0.4%	27	572	0.3%	29
34 Family Foundations	1,572	2.2%	259	4,691	2.7%	294
36 Old and Newcomers	1,502	2.1%	108	2,985	1.7%	112
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52 Inner City Tenants	2,531	3.6%	234	5,469	3.1%	218
60 City Dimensions	0	0.0%	0	0	0.0%	0
63 Dorms to Diplomas	2,056	2.9%	644	7,487	4.3%	643
U5. Urban Outskirts I	2,948	4.1%	38	7,218	4.1%	36
04 Boomburbs	559	0.8%	35	1,582	0.9%	34
24 Main Street, USA	0	0.0%	0	0	0.0%	0
32 Rustbelt Traditions	2,389	3.4%	118	5,636	3.2%	120
38 Industrious Urban Fringe	0	0.0%	0	0	0.0%	0
48 Great Expectations	0	0.0%	0	0	0.0%	0

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Total	71,241	100.0%		175,709	100.0%	
U6. Urban Outskirts II	13,847	19.4%	378	30,438	17.3%	328
51 Metro City Edge	3,494	4.9%	520	8,801	5.0%	485
55 College Towns	6,838	9.6%	1208	13,228	7.5%	1017
57 Simple Living	471	0.7%	47	929	0.5%	45
59 Southwestern Families	0	0.0%	0	0	0.0%	0
62 Modest Income Homes	3,044	4.3%	422	7,480	4.3%	417
U7. Suburban Periphery I	8,424	11.8%	76	21,219	12.1%	75
02 Suburban Splendor	908	1.3%	73	2,619	1.5%	75
06 Sophisticated Squires	599	0.8%	31	1,741	1.0%	32
07 Exurbanites	2,109	3.0%	118	5,274	3.0%	117
12 Up and Coming Families	1,394	2.0%	58	3,796	2.2%	57
13 In Style	0	0.0%	0	0	0.0%	0
14 Prosperous Empty Nesters	3,152	4.4%	240	7,327	4.2%	247
15 Silver and Gold	262	0.4%	39	462	0.3%	35
U8. Suburban Periphery II	7,499	10.5%	108	17,535	10.0%	110
18 Cozy and Comfortable	2,806	3.9%	139	6,936	3.9%	140
29 Rustbelt Retirees	510	0.7%	34	1,549	0.9%	47
33 Midlife Junction	3,525	4.9%	199	7,447	4.2%	192
40 Military Proximity	0	0.0%	0	0	0.0%	0
43 The Elders	0	0.0%	0	0	0.0%	0
53 Home Town	658	0.9%	63	1,603	0.9%	65
U9. Small Towns	2,583	3.6%	74	6,852	3.9%	86
41 Crossroads	2,583	3.6%	240	6,852	3.9%	246
49 Senior Sun Seekers	0	0.0%	0	0	0.0%	0
50 Heartland Communities	0	0.0%	0	0	0.0%	0
U10. Rural I	13,718	19.3%	170	35,992	20.5%	180
17 Green Acres	2,428	3.4%	107	6,509	3.7%	112
25 Salt of the Earth	412	0.6%	21	976	0.6%	20
26 Midland Crowd	10,878	15.3%	409	28,507	16.2%	423
31 Rural Resort Dwellers	0	0.0%	0	0	0.0%	0
U11. Rural II	8,225	11.5%	150	21,069	12.0%	159
37 Prairie Living	0	0.0%	0	0	0.0%	0
42 Southern Satellites	4,449	6.2%	229	11,531	6.6%	246
46 Rooted Rural	2,885	4.0%	166	7,204	4.1%	174
56 Rural Bypasses	891	1.3%	83	2,334	1.3%	87
66 Unclassified	0	0.0%	0	0	0.0%	0

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